

Exploratory

RESPONDENT NAME: ShuffisINTRODUCTION:

- From AMS – research about customer needs to help companies develop and improve services and products ...
- Confidential
- Colleagues viewing

WARM-UP:

- I'd like to start off by asking you what you recognize about various logos.
- For each one that I present to you, please tell me the company you associate with it. If you do not know, it is ok to say so.
- Show 6 logos – for each, write verbatim response

1.	4.
2.	5.
3.	6.

I am now going to present you with some phrases. For each one that I present to you, please tell me what comes to mind?

For example, when talking with other people, I have said "THE REAL THING" to people, some of the responses I heard were:

- *Beverages*
- *coke*
- *coca cola company*
- *a play or book by Tom Stoppard*
- *Something that is not an imitation*

There are no right or wrong answers. I am just trying to see what is top of mind for you.

1.	5.
2.	6.
3.	7.

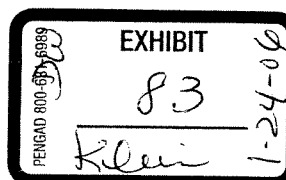


Exhibit 2 to Awdeh
Declaration

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■ End with "When I say LIFE IS GOOD, what comes to mind?" [CAPTURE VERBATIM RESPONSE, ASK ANYTHING ELSE]

■ If "A" response does not mention any product or service, ask "Do you or do you not associate LIFE IS GOOD with any products or services? If YES, ASK "Which ones?" [CAPTURE VERBATIM RESPONSE, ASK ANYTHING ELSE, PROBE UNTIL NO MORE SAID]

■ Ask everyone

Show STIMULUS 1 (LIG slogan and logo) and then STIMULU 2 (LG slogan and logo) [ROTATE]

[READ] You will now view two images. Please review them as if you might if you saw them in advertising or on products.

[READ] Thinking about the images you just viewed, which of the following do you best describes your belief about the image you saw first and the second image you viewed? [PRESENT CARD WITH OPTIONS]

- ☒ The images are associated with the same company
- ☐ The images are associated with different companies that do not have a business connection or affiliation
- ☐ The images are associated with ^{separate} companies that have a business connection or affiliation
- ☐ Something else?
- ☐ You are unsure or have no opinion

[READ] Why do you say that? PROBE.

Name

*Life is good co.
Life is Good.*

*L6
healthy*

L6

*Conscious
Food*

*Clothing -
Blue pants*

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DEBRIEF SECTION FOR ALL RESPONDENTS

Review of LIG and LG images.

- ☐ Discuss what they know and do not know about the images /companies/ products
- ☐ See how people respond to them side by side.
- ☐ Does anyone respond about evolution of image
- ☐ Show good/life slogans – evaluate reactions
- ☐ Show possible controls